

## Starting a Small Business

Do you want to start a small business, but don't where to begin?

This free workshop is an overview of:

- Types of business structures
- Licensing requirements
- Financing sources
- Elements of business planning

### When and Where

**Tacoma** March 17  
Central Latino 6:00pm - 8:30pm  
1208 South 10th St.  
Tacoma, WA April 3  
9:00am - 12:00pm

**Olympia** February 28  
9:00am - 12:00pm April 24  
OMWBE  
406 South Water St.  
Olympia, WA

- Customized training is available for your group. Contact OMWBE to learn more.
- The Disadvantaged Business Enterprise Supportive Services Program (DBESS) provides customized one-on-one counseling and training workshops for DBE firms engaged in highway related activities. Contact OMWBE for more information on eligibility.

The complete schedule of current training is available on OMWBE's website:

[www.omwbe.wa.gov/training.htm](http://www.omwbe.wa.gov/training.htm)

The Washington State Office of Minority and Women's Business Enterprises assists small businesses owned and controlled by minorities, women, and others who may be socially and economically disadvantaged, by promoting their active participation in public procurement and contracting.

OMWBE offers:

- Certification with the State of Washington and US Department of Transportation
- Business development assistance: one-on-one counseling and workshops
- Marketing assistance to identify and access public contracting opportunities
- 2% interest rate discount on commercial loans through the Linked Deposit Program

For registration and info contact Sam Wagner  
Statewide Toll Free: 1-866-208-1064  
[swagner@omwbe.wa.gov](mailto:swagner@omwbe.wa.gov)

### Olympia Main Office

406 S. Water Street  
Olympia, WA 98504-1160  
(Ph): 360-753-9693  
(Fax): 360-586-7079  
Toll Free: 866-208-1064  
[www.omwbe.wa.gov](http://www.omwbe.wa.gov)

### Seattle Office

1200 Sixth Avenue  
Suite 1700  
Seattle, WA 98101  
(Ph): 206-553-7356  
(Fax): 206-553-0194

### Tacoma Office

1101 Yakima Ave, Room M-123  
Tacoma, WA 98405  
(Ph): 253-686-1085



# Seminar & Workshop Series 2004

Starting a Small  
Business

Marketing  
Strategies for Small  
Business

*Preparing Washington Small  
Businesses for Success*

Certification

Selling to the State

## Marketing Strategies for Small Business

Small businesses face many challenges in today's competitive marketplace. A marketing plan is critical to the success of any business, large or small. Attend this free seminar and learn how to put marketing to work for you.

Topics include:

- How to find and keep customers
- Using marketing tools to increase sales and customer satisfaction
- Creating a Marketing Plan  
(Planning guide/worksheets included)

### When and Where

<b>Tacoma</b>	April 7
9:00am - 12:00pm	July 7
<i>SBA Tacoma Business Center</i>	October 6
Bates Technical College	
1101 Yakima Ave	
Tacoma, WA	

<b>Seattle</b>	February 3
9:00am - 12:00pm	May 4
SBA Business Enterprise Center	August 3
1200 6th Ave, STE 1700	November 2
Seattle, WA	
(Corner of 6th & University)	

<b>Everett</b>	March 3
12:00pm - 3:00pm	June 2
Northwest Women's Business Center	September 1
728 134th St SW, STE 219	
Everett, WA	

<b>Spokane</b>	May 6
SBA Spokane Area	9am - 12pm
Business Information Center	
801 W. Riverside Ave., STE 200	
Spokane, WA 99201	

For registration and info contact Sam Wagner  
360-704-1193  
swagner@omwbe.wa.gov

## Selling to the State Workshops

Are you interested in selling to State and Federal Government organizations but don't know how to get started? Attend this free introductory seminar designed to give businesses an overview of contracting with state and federal agencies.

We will answer these questions:

- How is selling to the government different from the private sector?
- How does the government purchase goods and services?
- How do I market my business to State and Federal agencies?
- How do the State and Federal M/WBE or Federal USDOT certifications help?
- Where do I start?

### When and Where

<b>Tacoma</b>	February 11
9:30am - 12:00pm	May 26
	November 17
<i>SBA Tacoma Business Center</i>	
Bates Technical College	
1101 Yakima Ave	
Tacoma, WA	

<b>Seattle</b>	March 16
9:30am - 12:00pm	June 15
	September 21
SBA Business Enterprise Center	
1200 6th Ave, STE 1700	
Seattle, WA	
(Corner of 6th & University)	

<b>Everett</b>	January 21
12:00pm - 2:00pm	April 21
	July 21
Northwest Women's Business Center	October 20
728 134th St SW, STE 219	
Everett, WA	

## Certification Workshops

The Federal and State certification programs are designed to help your business grow and access contracting opportunities. If you are a minority, woman, or person of social and economic disadvantage who owns and controls a business, attend this free certification workshop.

Topics include:

- Eligibility requirements for certification with the State and U.S. Dept. of Transportation programs
- Available financial assistance
- How certification can help your business
- Available entrepreneurial training and technical assistance

### When and Where

<b>Tacoma</b>	Last Thursday of Every Month
10:00am - 12:00pm	
<i>SBA Tacoma Business Center</i>	
Bates Technical College	
1101 Yakima Ave	
Tacoma, WA	

<b>Tacoma</b>	January 13
10:30am - 12:00pm	February 10
Metropolitan Development Council	March 9
15 North Broadway, STE B	April 13
Tacoma, WA 98403	May 10

<b>Seattle</b>	2nd Thursday of Every Month
12:00pm - 2:00pm	
Community Capital Development	
1437 S. Jackson	
Seattle, WA 98144	

<b>Seattle</b>	Jan. 28, Feb. 19
10:00am - 12:00pm	March 18, April 6
SBA Business Enterprise Center	May 18, June 1
1200 6th Ave, STE 1700	July 20, August 17
Seattle, WA	Sept. 29, Oct. 19
(Corner of 6th & University)	Nov. 16

<b>Spokane</b>	March 2
SBA Spokane Area	12pm - 1pm
Business Information Center	
801 W. Riverside Ave., STE 200	May 20
Spokane, WA 99201	10am - 12pm